



Abt Associates Inc.

memorandum



Date August 2, 2010

To Minority Serving Institutions

From The Office of HIV/AIDS Policy and Abt Associates Inc.

Subject *Minority-Serving Institutions' HIV Prevention Sustainability Demonstration Initiative (MSI Demonstration Initiative)*

Dear Sir/Madam:

The Office of HIV/AIDS Policy, in collaboration with Abt Associates Inc., invites you to submit a proposal in accordance with the requirements set forth in the attached funding announcement and application entitled: "*Minority-Serving Institutions' HIV Prevention Sustainability Demonstration Initiative*" (*MSI Demonstration Initiative*). It is anticipated that the period of performance will be for twelve (12) months with the option to extend for two (2) additional twelve month periods, for a total of three years, effective from the date of the contract.

The Government is limiting award of this requirement to Minority Serving Institutions as recognized by the Department of Education (<http://www.ed.gov/about/offices/list/ocr/edlite-minorityinst-list-tab.html>). **It is expected that an award resulting from this solicitation will be a fixed price type award.**

The deadline for questions is Tuesday, August 10, 2010, 1:00 p.m. Eastern Standard Time. Questions shall be furnished in writing by email to the attention of **Dr. Chanza Baytop, email: chanza_baytop@abtassoc.com**. Questions must be emailed or faxed (301/828-9756) in time to be received on or before the due date mentioned above, in order to allow sufficient time for a reply to be provided to all prospective applicants prior to submission of applications.

The receipt of one (1) hard copy and one (1) electronic copy of your application must be received in the office of Abt Associates Inc. **by 1:00 pm (Eastern Time zone), Monday, August 30, 2010** at the following address:

Abt Associates Inc.
5400 Montgomery Avenue
Suite 800 North
Bethesda, Maryland 20814
Attn: Chanza Baytop

Email your one electronic copy to: chanza_baytop@abtassoc.com.

Your proposal shall be prepared in accordance with the sections entitled "Section 6 Application Requirements", Section 7 Review and Selection Process" and Section 8 Submission Instructions.

and “Technical Evaluation Factors.” This announcement does not commit the Government or Abt Associates Inc. to pay any costs for the preparation and submission of a proposal.

Your proposal must provide a contact name and number, the name of your institution and complete address, including street, city, county, state, zip code, e-mail address, Tax Identification Number (TIN), and Dun & Bradstreet Number (DUNS). The TIN must match the name of the vendor to whom the payments will be made. Please note that any prospective awardee must have a DUNS number and be registered in the CCR database prior to award, during performance, and through final payment of any contract, basic agreement, basic ordering agreement, or blanket purchasing agreement resulting from this solicitation.

If you do not have a DUNS number, you are requested to contact Dun and Bradstreet Information Services at 1-866-794-1580, or 1-800-234-3867 or via the Internet at <http://www.dnb.com>. If you are not registered in the CCR, you may obtain information on registration and annual confirmation requirements via the Internet at <http://www.ccr.gov> or by calling 1-888-227-2423, or 1-269-961-5757. Please include this information on the first page of your quotation and on the first page of the Standard Form 18 and/or Standard Form 1449. If the address is different from the address to which payments are mailed, you must also include the complete payment address.

Requests for any information concerning this RFP should be referred to Chanza Baytop at chanza_baytop@abtassoc.com or (301) 634-1727.

Sincerely,

Liza Solomon, DrPH, MHS
Project Director
MSI Demonstration Initiative



Office of HIV/AIDS Policy
MSI HIV Prevention Sustainability
Demonstration Initiative
Program Announcement



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Draft Program Announcement

OHAP MSI HIV Prevention Sustainability Demonstration Initiative

Section 1. OHAP Mission

The Office of HIV/AIDS Policy, under the Office of Public Health and Science, advises the Assistant Secretary for Health and senior U.S. Department of Health and Human Services (HHS) officials on: the appropriate and timely implementation and development of HIV/AIDS policy; the establishment of priorities; and the implementation of HIV/AIDS programs, activities, and initiatives across other HHS health agencies. As one of its main priorities, OHAP will lead the strategic planning and coordination activities for the National HIV/AIDS Strategy Implementation Plan,

OHAP is committed to encouraging and supporting activities and new initiatives targeting racial and ethnic minority communities that are disproportionately impacted by HIV/AIDS (though not ignoring smaller, emerging crises). As part of a continuing HHS effort to improve the health and well being of racial and ethnic minorities, the OHAP announces funding for the ***Minority-Serving Institutions' HIV Prevention Sustainability Demonstration Initiative (MSI Demonstration Initiative)*** through Abt Associates. Under the ***MSI Demonstration Initiative***, the OHAP seeks to advance new strategies to reduce health disparities and increase HIV prevention activities particularly those impacting minority youth.

Section 2. Goals of the MSI Demonstration Initiative

In an effort to advance new strategies to increase HIV prevention activities for minority youth (ages 18-25), the OHAP developed the Minority-Serving Institution (MSI) Demonstration Initiative. The MSI Demonstration Initiative will provide technical assistance to Minority Serving Institutions (MSIs), increase their capacity to address the sexual health needs of minority college and university students, and encourage and promote new partnerships for HIV prevention activities. Specifically, the MSI Demonstration Initiative aims to:

- Increase the capacity of MSIs to address sexual health needs of college and university students;
- Provide support for the creation of innovative and sustainable HIV prevention projects on MSI campuses;
- Support development of differing models of MSI prevention programs and evaluate and characterize promising approaches to disseminate to other MSIs and stakeholders; and
- Encourage and promote faith-based and civic partnerships for HIV prevention activities.

MSIs are ideal vehicles for HIV/AIDS prevention, since their faculties, staff and students reflect the communities around them. Because of their ongoing participation with and integration into communities of color, they are well-positioned to provide their students and communities with culturally appropriate programs to tackle the rising HIV/AIDS incidence among minority college-aged students through educational outreach, testing, and other prevention methods.

Through partnership with MSIs, the focus of the MSI Demonstration Initiative is to encourage institutional support and ongoing commitment to the program with emphasis on incorporating specific elements of sustainability including a strong commitment from the institution; leveraging

additional resources; in-kind support; and plans or guidelines to incorporate program components into ongoing campus activities.

Section 3. MSI Program Goals

An MSI must propose and implement a program to:

- Increase awareness and knowledge of risk factors and prevention methods for HIV/AIDS transmission
- Reduce high-risk behaviors
- Increase access to counseling, testing, and referral services
- Improve access to HIV/AIDS prevention services

The proposed HIV/AIDS prevention program should address HIV/AIDS prevention from a multi-disciplinary and cultural perspective. Information and services provided should be culturally and linguistically appropriate for college and university students attending MSIs.

A proposed MSI program can include one or more of the following strategies:

- Social marketing/health communication campaign
- Health education academic course(s)
- Counseling and testing services
- Peer-based education
- Leadership development
- Partnerships with campus student organizations and community organizations to increase access to information, counseling, and testing
- Gender specific education and prevention training modules
- Risk reduction/harm reduction
- Development or changes of institutional-based policies

Section 4. Award Information and Required Components of an MSI Program

Project Duration: One twelve (12)-month base period and two (2) twelve-month option periods

Anticipated Start Date: October 2010

Estimated Funds Available: Up to \$100,000 in the Base Year; up to \$80,000 in Option Year 1; and up to \$60,000 in Option Year 2.

Estimated Number of Awards: Up to seven (7) MSIs will be awarded.

What an MSI is required to do upon award:

MSIs will be required to develop, implement and participate in various program components intended to promote effective programming and sustainability, and advance learning opportunities for and among MSIs. These required components include:

1. **Sustainability Plan** – Develop and implement a sustainability plan which would include strategies to secure resources and funding in the second and third project years to continue operating the program at full capacity.
2. **Needs Assessment** – Develop and implement a needs assessment within the first three to four months of the MSI Demonstration Initiative to determine and/or confirm the appropriateness of the proposed program strategies, or identify alternative strategies; and identify the technical assistance needs to be delivered by Abt Associates Inc (Abt).
3. **Learning Collaborative** – Participate in a Learning Collaborative led by Abt Associates Inc. Participation includes monthly cross-site conference calls to share successes and challenges with the other funded MSIs; individual site calls as needed with an assigned liaison from Abt.
4. **Dissemination** – Collaborate with Abt in preparing a dissemination plan that will outline activities for sharing the results of the MSI Demonstration Initiative through various appropriate mediums such as community or conference presentations, publications, and reports. This effort is meant to address the limited information found regarding HIV prevention programs at MSIs.
5. **Evaluation** – Conduct an evaluation of project activities (project level evaluation). The evaluation should include periodically collecting data on HIV prevention activities that are undertaken and using this information to improve project implementation. The evaluation should help determine whether the program is achieving the intended goals, objectives, and outcomes and whether adjustments need to be made to project activities. In addition, MSIs are expected to participate in the evaluation of the initiative led by Abt (see more details below).

Participation in the Evaluation of the MSI Demonstration Initiative

All awardees are required to participate in an evaluation of the MSI HIV Demonstration Initiative led by Abt. For this initiative evaluation, an MSI will submit a monthly report on implementation progress, barriers encountered, and efforts to overcome these barriers. These written reports will be used to determine the extent to which awardees are following their approved implementation plans and timelines. The reports will also enable the National MSI HIV Evaluation Team (consisting of Abt Associates and OHAP staff) to engage in discussions and problem solving about MSI implementation plans, strategies, and practices. In this way, the National MSI HIV Evaluation Team can identify the practices and institutional and contextual issues that are impeding or contributing to project success (including best practices); identify areas for refinement; and assess technical assistance and training needs. In addition, awardees will be asked to report implementation and outcome data semi-annually. This may include:

- Aggregate demographic data on the target population, including race, ethnicity, age, gender, and college level (e.g., freshman, sophomore)
- Estimates of the number and percentage of the target population participating in HIV prevention activity(ies)/intervention(s) supported by the project

- Partnerships established with organizations, on and off campus, for implementation of HIV prevention activity(ies)/intervention(s)
- Training offered to students and other individuals on implementing the HIV prevention activity(ies)/intervention(s)
- Number of individuals trained
- Type of personnel (faculty, staff, students, partners) who are implementing project activities and level of effort
- Changes in risk behaviors (measures will be selected in collaboration with awardees and will be dependent on individual awardees' specific project activities)

Finally, the MSI HIV Evaluation Team will conduct a two-day site visit each year to assess the progress of the implementation of the initiative. The site visit will consist of interviews with students, staff, and partners who have been involved in project implementation and with students who have participated in the HIV prevention activities/interventions supported by the project. If possible, the site visit may also include observations of HIV prevention activities/interventions. Each site visit will be conducted over a two-day period.

What Abt-OHAP will provide to MSIs upon award

- 1) **Provide Technical Assistance (TA)** – Abt Associates and its partner, the National Minority AIDS Council (NMAC), will provide TA as needed to ensure that MSIs have the resources and expertise to implement effective and sustainable HIV prevention programs. An Abt Liaison will work with an MSI awardee to identify TA needs and develop a customized TA plan with NMAC. TA and trainings can be provided via webinars and/or on-site as needed within budget demands. The specific TA activities will be determined as a result of the needs assessment conducted within the first months of the program and updated throughout the project period as needed. TA could be provided in program development, development of media materials (e.g., social networking tools), needs assessment, publication writing, sustainability and evaluation. Also, MSIs will have access to an inventory of HIV prevention materials related to MSIs (e.g., media resources, curriculums, other information) that may be utilized as is or adapted to meet the needs of the MSIs.
- 2) **Manage the Learning Collaborative** – Abt will lead the Learning Collaborative by facilitating monthly calls, and producing summary notes of monthly meetings.
- 3) **Lead the Development of Dissemination Materials** – Abt will lead the development of appropriate dissemination materials, including written publications for federal or non-federal websites and reports.

Section 5. Eligibility Criteria

Eligible entities may include: any federally accredited Minority-Serving Institution. A list of colleges and universities recognized as a Minority-Serving Institution can be found at:

<http://www.ed.gov/about/offices/list/ocr/edlite-minorityinst-list-tab.html>.

Section 6. Application Requirements

Please follow the guidelines outlined below when writing and submitting your application. At a minimum, each application must submit the following to be considered for an award:

Part 1. Application Cover Sheet. Complete the application cover sheet. In Section 1, please identify the applicant institution including which category of an MSI is most applicable – Historically Black College and University (HBCU), Tribal College and University (TCU), or Hispanic Serving Institution (HSI). In Section 2, identify whether the applicant is proposing a *new* or *existing* program. New and existing programs are defined as:

- a) ***New program*** – A HIV prevention program that has never been implemented on the MSI campus. Typically, includes MSIs that have no history of HIV prevention activities onsite.
- b) ***Existing program*** – The modification or expansion of a HIV prevention program that currently exists on the MSI campus. The modification or expansion must include a substantial adaptation of an existing program – e.g., adapting a program for a different target population (e.g., for GLBT only, gender-specific program, or expanding from gender-specific to at-large campus-wide program); or adding a new program component.

Part 2. Program Narrative. Provide a program narrative with the following sections presented in this order:

Section A. Background/Understanding of the Problem

- Understanding of specific health issues that may impact the targeted population
- Understanding of access to care and quality of care specific to MSI
- Discussion of resources on campus and in the community
- If applicable, include the results of any existing needs assessment that would help support your understanding of the above.

Section B. Implementation Plan

- I. Describe the planned strategies and activities, timeline, objectives, and how the proposed activities will accomplish objectives of the program. This description should include an estimate of the number of students the program plans to reach (e.g. numbers tested, numbers educated, etc.)

Special Note For Existing Programs: Applicants seeking funds for an existing program must provide specific information in addition to the above requirements including details on the results of previous programming and how it will be enhanced. For example, if an MSI plans to expand or narrow its target population (e.g., from a female-only program to include males, or from a general student population to target females only; or to target GLBT only), the applicant must provide details on how programming will be adapted or increased to accommodate the new target population. MSIs may also propose adding a new curriculum for students and/or faculty to their existing program.

- II. Describe partnerships and collaboration with other entities (on-campus or off-campus)

III. Describe how students will be involved in the development and/or implementation of the program to help ensure program acceptability, reach, impact, and sustainability.

IV. Details of a needs assessment:

- a. If a needs assessment (NA) has not been conducted to date, describe plans for conducting a NA (e.g., proposed methods) to identify gaps and resources for services, or confirming the need for the proposed program.
- b. If a needs assessment (NA) has recently been conducted (within the last two years), describe how a revised NA will be implemented, or describe how the results of the previous NA have informed the proposed program outlined above.

Section C. Sustainability Plan

Describe the specific strategies and action plan to help ensure the sustainability of the program throughout each year and beyond the demonstration period (e.g., consider how to sustain the program in light of reduced funding each year of the demonstration period). This plan should consider strategies for maintaining the program goals and outcomes, as well as plans for institutionalizing the program. Consider the full range of resources and competencies – financial, political, administrative, and managerial – needed to meet the goals of the program even after the three years of the MSI Demonstration Initiative.

Section D. Management Plan

- I. Detail/specify the roles and resources that each staff and/or partner organization will bring to the program
- II. Describe how the program will be managed and how students may be involved in program management (if applicable).

Section E. Evaluation Plan

- I. Identify the questions you will attempt to answer through your evaluation. Evaluation questions should be inclusive of the major aspects of your project—for example, implementation of prevention activities/interventions, institutional or systems changes, and behavioral outcomes for students. Applicants may suggest questions other than those listed below that are more relevant to their HIV prevention project. Questions may include:

Implementation Processes

- What HIV prevention activities were implemented (modality, intensity, duration)?
- Who delivered the activities (students, staff, partners), to whom (demographic characteristics), and at what cost (facilities, personnel)?
- How closely did project implementation match the plan?
- What factors led to changes in the plan?
- How many individuals were reached through the project (e.g. number tested or number referred to care)?

Outcomes

- What was the effect of the project on key outcome goals?
 - What contextual factors were associated (positively or negatively) with outcomes?
 - To what extent have outcomes been sustained over the project period?
- II. Applicants should describe the data that will be collected to answer the evaluation questions (e.g. number of students tested, number of HIV positives identified, number referred to care, etc); how the data will be collected (surveys, focus groups, interviews, observation, administrative records), and when the data will be collected (e.g., the timeline and frequency of data collection). Applicants may also provide an explanation concerning why certain data may not be available (e.g., testing and/or referral data). Any data collected from students should be done in accordance with human subjects requirements as specified by an Institutional Review Board (IRB).
- III. Applications should also discuss the system for managing the data and the processes for maintaining data security and privacy. The individual who will be responsible for the evaluation must be identified.
- IV. Although optional, applicants may include a logic model with their application that links project activities with indicators and anticipated outcomes. (For resources on how to create a logic model, see <http://www.cdc.gov/eval/resources.htm>).

Part 3. Budget

It is estimated that a fixed price contract will be awarded.

- A. You may use the enclosed budget template or provide your own budget. Please provide information for each year, the base year as well as each option year. The budget must include costs for direct labor, indirect costs, other direct costs including travel, computer, communications (telephone, fax, internet), printing/duplications, postage, materials and supplies, incentives.
- B. Provide detailed justifications or cost breakdown for each line item in the budget.

Part 4. Appendices may include, but are not limited to, the following:

- Memoranda of Agreement or letters of support from collaborating partners, if applicable
- Staff Resumes
- Charts/Tables/Exhibits

Section 7. Review and Selection Process

Each application will be evaluated by a review panel. The review panel will evaluate each proposal in strict conformity with the **evaluation criteria** set forth below, utilizing point scores (100 pts max) and written critiques. OHAP will make the final decision based on recommendations and ratings of the review panel, initiative needs, geographic locations, and other considerations as identified. Decisions may be made as early as September 15, 2010 and as late as mid-October 2010.

The review panel may suggest that OHAP request clarifying information or conduct pre-decisional site visits to MSIs for applications that are within competitive range. If OHAP intends to conduct pre-decisional site visits prior to awarding a contract, these visits will take place during the weeks of September 27 through October 4, 2010 in a one (1) day visit attended by OHAP and Abt staff. An MSI will receive 7 to 14 days notice; however, this description should serve as advance notice. All aspects of the applications are subject to review, including budget and budget justification and program narrative, particularly as related to the budget.

Evaluation Criteria

Background/Understanding/Organization **(10 pts)**

MSIs should demonstrate their understanding of the problem or relevant issues and their experience or capacity to address those issues. This factor should include the following:

- Clear description of the issue of HIV/AIDS for MSIs and an understanding of the impact of environmental and socio-demographic factors on prevention; an understanding of HIV/AIDS prevention among racial/ethnic minority communities; and, an understanding of the mission and goals of the U.S. Department of Health and Human Services and the Office of HIV/AIDS Policy. Include any specific information collected on why the program is needed (e.g. ,from needs assessments recently conducted).
- Comprehensive description of the MSI, including its target population in terms of data on total enrollment, race/ethnicity, age and gender distributions, and data on HIV/AIDS and STDs (if available); also if available, data on the socio-demographic, health and HIV/AIDS data of the surrounding community.
- Thorough description of the resources and expertise at the MSI including the history or potential of student health clinics, student groups, faculty and staff working in HIV/AIDS prevention efforts.

Implementation Plan **(40 pts)**

The following sub-factors will be considered in assessing this factor:

- Appropriateness of proposed approach toward minority college students. The approach should be theory-based, age-appropriate, culturally sensitive to gender and sexual identity. The implementation plan should outline planned activities or services and an appropriate timeline for implementation.
- Soundness of evaluation objectives. These should be measurable and realistic for assessing program outcomes and impact with regards to changes in knowledge, attitudes, and health behaviors.
- Suitability of collaborations/partnerships established to deliver a coordinated program. These collaborations and partnerships should be demonstrated by MOUs or letters of support.
- Appropriateness of needs assessment plan to identify (or confirm) the prevention needs of the MSI, and the appropriateness and relevance of proposed program strategies. The plan may detail efforts to augment a needs assessment that may have been completed recently.
- Extent of student involvement in the planning and implementation.

Sustainability Plan**(25 pts)**

The sustainability plan should reflect the following:

- Succession plan for key personnel which may include cross training of responsibilities.
- Integration of students in the planning and implementation to foster ownership and a commitment to program continuity (e.g., consistent recruitment and training for key roles in program implementation).
- Plans for securing additional funding and/or establishing partnerships with other MSIs, community-based service organizations, and/or local health departments to access and maximize resources.

Management Plan**(15 pts)**

MSIs should have a sound plan for managing the program to ensure success and sustainability. The management plan should include the following:

- Explanation of the MSI's capability to manage the project as determined by the qualifications of the proposed staff or requirements for prospective staff.
- Proposed staff level of effort; management experience; and the experience, resources and role of each partner organization as it relates to the needs and activities of the initiative requirements.
- Detailed position descriptions, resumes of key staff, and a staffing chart should be included in the appendix.

Evaluation Plan**(10 pts)**

MSIs should demonstrate their interest in and commitment to participating in the program evaluation. Although Abt will provide technical assistance to MSIs in this evaluation, the MSI should demonstrate an understanding of the importance of a robust evaluation.

- A clear statement of project goals and objectives with measurable mechanisms to reflect project impact.
- List indicators that would reflect the project's success in meeting the intent of the initiative.

Section 8. Submission Instructions

To receive consideration, applications **must be received** by Abt Associates, Inc., **no later than 1:00 pm Eastern Standard Time on Monday, August 30, 2010.** In preparing the application, it is important to follow ALL instructions. Applicants are required to submit an application signed by an individual authorized to act for the university or college and to assume for the institution the obligations imposed by the terms and conditions of the award.

Please submit questions regarding this announcement via email to:
chanza_baytop@abtassoc.com no later than Tuesday, August 10, 2010.

The Program Narrative (Part 2) must not exceed a total of 25 pages, double-spaced, Times New Roman, 11-point font. The Budget (Part 3) and Appendices (Part 4) are not included in this page limit. All pages, figures and tables should be numbered.

Incomplete applications will not be considered for review. A completed application must have the following completed parts:

Part 1. Applicant Cover Page (includes program abstract/executive summary)

Part 2. Program Narrative (Sections A through E)

Part 3. Budget and Budget Justification

Part 4. Appendices

All completed applications **must be received** Abt Associates by Monday, August 30, 2010. Applications received after the deadline will not be reviewed.

Applicants are instructed to send **one hard copy** (via mail) and **one electronic copy** (via email) to the addresses below.

Mailing address for hard copy:

Dr. Chanza Baytop
4550 Montgomery Avenue, Suite 800N
Bethesda, MD 20814

Email address for electronic copy: **chanza_baytop@abtassoc.com**.